

Abstract

- Title:** Management and marketing of the project Sports talent of the year and its implementation for period 2014-2015
- Targets:** The aim of this thesis is to propose improvements of the project Sports talent of the year for period 2014 – 2015. The project is focused on healthy lifestyle of the primary school pupils in the Czech Republic. The author based on analysis of previous years which were realized by a profit organization. His own contributions are made by the implementation of the project.
- Methods:** There is a case study used to analyze the information about the project Sports talent of the year. Analysis of the conditions is carried out with the aid of PEST analysis, Porter's model of five forces, and analysis of resources. SWOT analysis is applied to synthesize previous analyzes.
- Results:** The study revealed gaps especially in the management activities of the project Sports talent of the year. The greatest gaps can be seen in the branch of staffing, marketing and communications and financing.
- Key words:** sports event, project, non profit organization, SWOT analysis, management and marketing of sports event